Quick facts
No residential school
6 Tutor-marked assignments (TMAs)
End of course assessment

Course content
K311 will engage you in a systematic review and critical assessment of current ways of working to promote public health. The course will help you develop the skills, knowledge and understanding required to plan, implement and evaluate practice. Organisational and cultural differences across the four nations of the UK are integrated into the course materials, and the coverage and treatment of the subject matter make the course suitable for an international audience.

In particular, the course will inform and empower people who are involved in promoting public health in its broadest sense. You will explore issues, innovations and dilemmas in the field of public health, health promotion, prevention and health education. The emphasis is on developing the potential for promoting public health in a wide variety of ways and at a number of different levels. The course will move your practice forward (whether in a voluntary or professional capacity) by offering opportunities to test and evaluate different strategies and frameworks for action.

More specific aims are to:

- investigate and assess alternative conceptual and practical approaches to the promotion of public health. This is achieved by considering a range of case studies of different settings, frameworks and client groups, such as researching health and public health interventions, local community action and global issues

- draw out and develop ways of promoting public health that address social and economic inequalities and that are culturally sensitive and holistic

- develop your skills in researching, analysing and evaluating health information and policy, particularly with respect to computer-based communication and research

- endorse an approach to promoting public health that is participative, recognises the need for flexibility and mutual goal setting, and respects the rights of individuals, groups and communities to autonomy and control

- encourage partnership and collaboration among different health professional groups working in public health, and among health workers, policy makers and lay and consumer groups

- examine ethical, political and professional dilemmas that arise in new practices and policies for promoting health, and consider how these dilemmas may be tackled.

Key features of the course include:

- a particular focus on research-based skills to support you in becoming an independent learner. This includes encouraging you to research and critically evaluate data and other information that you have searched for independently

- the opportunity to develop information-literacy skills that will enable you keep up to date in this field as well as develop skills to critically appraise policy and practice

- an introduction to theories and policies, which may inform your practice

- an assessment strategy (subject to approval) that builds on continuous reflection leading to an end-of-course assignment, which is an opportunity for you to reflect on and review your progress.

The course comprises 24 study units, where a study unit represents one week of work. The 24 units are divided into four blocks with six units in each block. The final unit in each block will consist of a case study or a specific topic designed to bring together the key themes of the block. Consolidation weeks have been built into the study calendar to allow time for reflection, assignment writing and catching up.

The course materials include two course books with supporting weekly learning guides in an electronic
format (giving easy access to other course materials) and a DVD.

You will need basic skills in using a PC and accessing the internet. Do not worry if you are not skilled in using a computer or the internet as these skills are integrated into the course.

Vocational relevance
K311 will be attractive to a range of professional groups, such as Health Visitors and Public Health Practitioners, as well as other health or social care workers and those working in voluntary organisations. This course is also relevant to public sector workers and individuals who promote public health from an international and comparative perspective.

Entry
This is a Level 3 course. Level 3 courses build on study skills and subject knowledge acquired from studies at Levels 1 and 2. They are intended only for students who have recent experience of higher education in a related subject, preferably with the OU. You are not required to have done any study before in this subject area but if you have any doubt about the suitability of the course, please contact our Student Registration & Enquiry Service.

Preparatory work
You will receive a copy of the Faculty of Health & Social Care’s Get Started Online leaflet in your first course mailing. This will provide you with the information you need to get started on using your computer for OU study and working with the OU Computing Guide, which, for example, explains how to access and use your course website and conferences. If you have time before the course starts, this is a good document to start reading although you will be given time early on in the course to engage with this also.

Qualifications
We can award a C64 Certificate in Promoting Public Health to students who successfully complete the course. K311 is a specified course in our:

- B18 BA (Hons) or BSc (Hons) Health and Social Care
- B22 shortened BA (Hons) or BSc (Hons) Health and Social Care top-up scheme
- B17 BA (Hons) or BSc (Hons) Health Studies
- B23 BA (Hons) Childhood and Youth Studies

It can also count towards most of our other degrees at bachelors level, where it is equally appropriate to a BA or BSc degree. We advise you to refer to the relevant award descriptions for information on the circumstances in which the course can count towards these qualifications because from time to time the structure and requirements of a qualification may change.

If you have additional requirements
If you are a new student, make sure that you have our booklet Meeting Your Needs. You can obtain a copy by contacting our Student Registration & Enquiry Service. We provide a range of support services for individual needs but some of these may take several months to arrange. Please contact us for advice if you have concerns about taking this course, or the support that could be provided.

The course materials are available in Adobe Portable Document Format (PDF). Components may not be available or fully accessible using a screen reader and mathematical, scientific, and foreign language materials may be particularly difficult to read in this way. Large print versions of the course material can be provided on request.

Course materials
We use a mixture of media to help you learn. Our courses may include any of the following media that you will use from home (or wherever you choose to study): specially written texts, set books, online resources, audio CDs, audio and video cassettes, DVDs, CD-ROMs, computer software, a home experiment kit. For further information on set books go to http://www3.open.ac.uk/about/setbooks/index.shtm.

Teaching and assessment
Support from your tutor
You will have a tutor who will help you with the course material and mark and comment on your written work, and whom you can ask for advice and guidance. We may also be able to offer group tutorials and access to your tutor and other students via the web. You are encouraged, but not obliged, to attend tutorials and take part in web-based (online) discussions or conferencing. These will be run by your tutor. Where your face-to-face tutorials are held will depend on the distribution of students taking the course. Face-to-face tutorials will take place early in the course and towards the end.

The skills that you need to take part in web-based discussions are integrated into the course.

Contact our Student Registration & Enquiry Service if you want to know more about study with the Open University before you register.

Assessment
Subject to approval, we expect there to be six tutor-marked assignments (TMAs) and an end-of-course assignment in the form of an essay. The end-of-course assignment will be instead of an exam.

You will be expected to submit the TMAs.
electronically. You will be given more detailed information when you begin the course.

**Professional recognition**
If you successfully complete K311, you can claim a Certificate in Promoting Public Health. Although this is not a professional qualification in Public Health Practice, the course is currently being mapped against the Public Health Competencies in order to get a sense of how far the course will fulfil these competencies or see the course description for K311 at www.open.ac.uk/courses.

**More information**
For full details, including course fees, start dates, services for disabled students, any computing requirements and information on how to become a student, visit the Course and Qualifications website www.open.ac.uk/courses.

We make every effort to ensure that this information is accurate but it could change if regulations or policies change or because of financial or other constraints.